

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT LONDON, INC.

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AD # 191A - 882 # M-90799 - "Fine-Tuned Flavor - Reg" Page 4/o Black
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Fine-tuned flavor.



*"I can set it just where I want it.
Anytime."*

If you like
a light, mild taste,
twist arrow to
thinnest bar.

If you like
a rich, flavorful taste,
twist arrow to
thickest bar.

**Adjustable flavor
to suit your taste!**



CONCORD

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Maximum: 16 mg "tar," 1.0 mg nicotine, average: 9 mg "tar,"
0.5 mg nicotine av. per cigarette by FTC method.

"Tar" and nicotine avgs. depending upon position of arrow on filter.

